

Pinnacle Space

From Emerging AI to Governed Capability

A proof-first path to your £36m and margin ambitions, without proportional headcount growth

OVERVIEW

Executive Summary

Pinnacle Space has set itself a clear commercial goal: grow from £26m to £36m and lift EBITDA from 8 to 9 per cent to 12 to 15 per cent, and to do so without significant headcount growth. That combination of ambitions points to one organising principle. Additional throughput and additional margin have to come from the capability already inside the business rather than from adding people. The emerging, organic use of AI across your teams is the natural place that capability is built.

This proposal begins deliberately small. Rather than asking you to commit to a full business-wide programme before you have seen a result, we propose a scoped, low-risk pilot: a focused HR diagnostic and a first working agent. It is designed to deliver a concrete, attributable outcome quickly and to align with your October planning window, so the value is demonstrable before any larger decision is taken.

Empowrd works comfortably at Pinnacle's scale and across the mix of delivery, operations and support functions you run. What follows is a considered read of where capacity and margin are currently trapped, a phased route that converts your existing AI appetite into a governed and scalable capability, and honest evidence of comparable work. The intent throughout is to strengthen the way the organisation performs, in keeping with the standards you already hold yourselves to.

Start with a scoped HR diagnostic and first agent. Prove the value, attribute the result, then decide on scale from a position of evidence rather than assumption.

WHERE THE CAPACITY SITS

Diagnostic and Current State

HR is where the picture is clearest today, and it is where a first diagnostic can move fastest. The function is fragmented across several people who each hold part of it. Cheyenne handles operational HR admin alongside payroll, bookings and PA duties, and is over capacity covering a gap she was not brought in to fill. Helen provides strategic direction two days a month, senior expertise that is well suited to shaping culture and less suited, on cost grounds, to routine operational work. Managers field ad hoc queries and run much of recruitment themselves. Since the previous operational HR consultant left, no single person comprehensively owns the operational HR function.

The manual processes underneath this are the opportunity. Recruitment is coordinated by hand between managers and a recruiter, interview feedback is captured manually, and onboarding runs through Ripling afterwards. Payroll data is collected manually and sent to an external bureau, with no in-house system. None of this reflects a failing; it reflects processes that have not yet been standardised and are ready to be. Around five to ten hours of Cheyenne's week currently goes to HR admin that a governed, AI-supported approach can absorb.

A scoped first diagnostic

We propose to scope the initial diagnostic tightly to the HR function. That keeps it fast, keeps it affordable, and produces a concrete result the sponsor and leadership can point to internally. We use a structured extraction method built to draw meaningful insight from focused time rather than extended immersion, so the roughly four hours you have offered across calls is enough to produce a

clear map of where time and effort are lost and where the first agent should sit. The output is a specific, working improvement, not a lengthy report.

THE WIDER PICTURE

Strategic Context

The HR diagnostic is a first step into a broader shift already under way at Pinnacle. The business has restructured into two divisions, and the acquisition of InterFocus adds laboratory design specialism intended to soften the seasonality that concentrates so much of the Direct to Schools profit into a few summer weeks. You run on EOS with Strety support, you hold weekly AI workshops, and there is genuine internal appetite for building with these tools. That is real momentum, and it is the right foundation to build on.

Our role is to formalise and scale what you have started. Enthusiasm and capable power-users are exactly the conditions in which a governed capability takes hold quickly, and there is value in adding the rigour that turns individual experimentation into repeatable, organisation-wide practice. Rather than importing a generic playbook, we would build on the direction you have already set and carry it across operations, HR, recruitment and marketing so it supports the profit bridge as a whole.

This is a business with a long operating history and a clear sense of long-term stewardship. A capability that lives inside the organisation, rather than in a handful of individuals or an outside adviser, is one that endures and continues to serve the business well beyond any single engagement.

WHAT THE PLAN RESPECTS

Constraints

A workable plan has to respect the real boundaries of the business, and several shape this one directly.

- Growth without significant new headcount. This is the organising principle of the whole programme rather than a limitation on it. Every recommendation is measured against whether it adds capacity per person rather than adding people.
- Delivery cost concentrated in project leaders and the design team, where headcount is hardest to add and where AI-supported workflows can lift throughput most usefully.
- The October budget cycle, which sets the natural rhythm for planning and for the first, scoped commitment.
- A measured, deliberate decision style. The phased path below is designed to be low-pressure, giving space for proper consideration at each step; quiet deliberation is diligence, and the programme is built to reward it.
- The Ripling renewal in March 2027, a natural point at which to reconsider the HR technology stack rather than a reason to change anything prematurely.
- Current use of ChatGPT, Claude and Copilot without a clear data protection or licensing framework.

On that final point, we treat AI governance as a way of protecting a fast-moving, ambitious business and preserving its reputation, not as a compliance failing to be corrected. Establishing clear data

handling and licensing arrangements lets your teams keep moving at pace with confidence. Any reference to the EU AI Act or wider regulation is offered as exposure mapping for your own legal specialists to validate, not as compliance advice from us.

THE COST OF STANDING STILL

Risk of Inaction

Standing still carries a quiet, cumulative cost, and it is worth stating in plain commercial terms using your own figures.

- Capacity stays trapped in project leaders, the design team and operations administration, the very places where growth needs it to be released.
- The office manager remains over capacity, with five to ten hours a week absorbed by HR admin and no operational HR owner in place. On Cheyenne's salary, that time represents roughly £12,500 a year of capacity tied up in work that can be standardised.
- Recruitment and payroll stay manual and therefore error-prone, with managers continuing to carry coordination that could be optimised.
- Ungoverned AI use continues to grow as an unmanaged exposure, expanding steadily while no framework sits behind it.
- The move from £26m to £36m, with three to six points of margin uplift, becomes materially harder to reach without adding the headcount you have said you want to avoid.

None of this is cause for alarm. It is simply the arithmetic of leaving current constraints in place. The margin points in play and the hours already identified give a defensible sense of what a governed, AI-supported approach is worth, and the exposure around AI use is better managed proactively now than addressed reactively later.

A PROOF-FIRST PATH

Phased Roadmap

The roadmap is sequenced so the first step is small, fast and low-risk, while the route to the full profit bridge stays visible throughout. Value is proven before scale is committed.

Phase 1: HR diagnostic and first agent

A scoped, single-department diagnostic of the HR function, delivering a first working agent and a quick, attributable win aligned to the October window. This is the toe-in-the-water step: contained in cost and time, concrete in output, and designed to give leadership something specific to point to.

Phase 2: extend across recruitment, payroll and manager tasks

With the first result in hand, we extend AI-supported workflows across recruitment, payroll data handling and the HR tasks managers currently absorb. The aim is to free operational HR capacity and reduce the reliance on stretched and higher-cost individuals, strengthening the function rather than exposing any one person as a bottleneck. The rethink of the HR technology stack is tied naturally to the March 2027 Rippling renewal rather than pushed ahead of it.

Phase 3: operations and marketing

We then turn to operations, the area with the fewest agents currently in place, where purchase orders, email and administration consume a large share of an eleven-person team. In parallel, marketing is reoriented towards AI-supported lead generation rather than visual output. Throughout all three phases, governance, standardisation and enablement are embedded so the organisation grows capability inside its own team, not headcount.

Each phase builds repeatable capability that stays with your people, so the business becomes progressively less dependent on any single individual or outside adviser.

EVIDENCE AND FIT

Why Empowrd AI

You have asked, directly and fairly, whether Empowrd can handle a product, manufacturing and construction delivery business at Pinnacle's scale rather than only service or people-led firms. It deserves a direct answer.

We have delivered end-to-end diagnostics for delivery-oriented businesses of comparable scale and complexity, including product, manufacturing and construction organisations of 300-plus people and multi-million revenue. That work spans the same territory Pinnacle occupies: throughput concentrated in skilled delivery teams, operational administration that scales with volume, and support functions carrying more than their share. It is the relevance of that experience to a delivery business, not a generic playbook, that we would bring.

We are equally candid about how we describe our client relationships. We state them accurately and only for what they are, because anything less would not survive the scrutiny you rightly apply. Where a relationship is a full diagnostic engagement, we say so; where it is something lighter, we say that too. The founder profiles that accompany this proposal set out the specific comparable-scale delivery work behind these claims.

Our position is straightforward. Pinnacle already has appetite and capable people using these tools. What we add is the rigour to govern that use, the method to scale it across the organisation, and the discipline to tie every step to the commercial targets you have set. We would formalise and extend what you have started, and we would prove it in a contained first phase before asking for anything more.

INVESTMENT

Investment

The engagement is structured to be proof-first. It begins with a single, scoped commitment: an HR diagnostic and a first working agent, sized as a single-department piece of work and timed to your October planning window. It is deliberately contained so you can judge the value on evidence before considering the wider phased programme. Should you choose to proceed, Phases 2 and 3 extend the same governed approach across recruitment, payroll, manager tasks, operations and marketing, each scoped and agreed on its own merits rather than as a single upfront commitment.

Engagement	GBP	USD
Signature Blueprint (enterprise) <i>First step · 2–4 weeks</i>	From £7k	\$8.5k
AI Enablement Program <i>Project/session-based · Option after the diagnostic</i>	TBC	TBC
AI Deployment Program <i>Project/session-based · Option after the diagnostic</i>	TBC	TBC

All figures shown are indicative and pending Aman's confirmation before issue. The initial diagnostic is scoped to a single department to keep the first step low-risk and affordable, with any subsequent phases quoted separately once the diagnostic result is in hand. The diagnostic clarifies which path fits; you can proceed with either engagement, or both.

THE TEAM

Your founders

EMPOWRD AI | CO-FOUNDER

Aman Singh

Technology, Marketing, Systems & Commercial Discipline

Aman leads technology and automation architecture and commercial discipline at Empowrd AI. He brings deep experience in revenue operations, architecture and commercial cadence, and is focused on building the operational backbone that supports optimisation, process discipline and organisational efficiency.

EMPOWRD AI | CO-FOUNDER

Zoë Walters

Strategy, Transformation & Client Insight

Zoë leads strategy, change management and client insight at Empowrd AI. With a background in HR, organisational design and commercial leadership, she translates business complexity into clear people, process and transformation roadmaps.

A contained first step, then a decision on evidence

The path we have set out asks for very little to begin: a scoped HR diagnostic and a first agent that produce a concrete, attributable result you can weigh for yourselves. From there, the route to your £36m and margin ambitions is laid out clearly, phase by phase, each one building capability inside your own team rather than adding headcount. We would welcome the chance to talk it through, answer any questions on scale and fit directly, and agree the shape of the first phase together.

We look forward to reviewing this proposal and next steps with you on the follow-up call on Friday 27 September at 10:00.

CONFIDENTIAL

Prepared for Pinnacle Space

7 September 2026

Valid for 60 days from the date of issue.

